

Aura Lavender/Violet

Design Strategies for Inclusion & Belonging.



Understanding the Lavender/Violet Visionary Aura

The Visionary aura is driven by imagination, possibility, and transformative thinking. Often connecting ideas, possibilities, and larger meaning in ways others may not immediately recognize, this persona brings a future-oriented perspective to the workplace that challenges conventional thinking and inspires new direction. Drawn to imagination and future possibilities as much as thought leadership and big-picture thinking, they thrive in environments that inspire nonlinear thinking, encourage perspective shifts, and open the door to transformative possibilities.

This energy aligns with workstyles driven by imagination, insight, and visionary thinking. These individuals are often drawn to environments with unexpected pairings and thoughtfully composed spaces designed to spark new ways of thinking, encourage open-ended questions, and invite a sense of discovery. Their presence often helps teams think beyond immediate solutions, uncover new possibilities, and reframe challenges through a broader perspective.

 <p>Ideation Connect ideas and possibilities.</p>	 <p>Focus Need space for expansive thinking.</p>
 <p>Discovery Explore meaning & future possibilities.</p>	 <p>Reframe Reset conventional thinking.</p>

Design Considerations

Settings that support the Lavender/Violet Visionary aura should feel immersive and intellectually stimulating. Gallery-inspired environments with curated storytelling elements and spaces designed for reflection encourage perspective shifts where bigger ideas can take shape. A mix of private zones and expressive meeting areas helps balance focus with moments of inspiration, supporting visionary thinking and conceptual exploration throughout the workday.



Aura

Lavender/Violet

Workstyle Preferences

Designing for the Visionary aura means supporting workstyles driven by curiosity, possibility, and the desire to see beyond conventional thinking. These individuals often make unexpected connections, notice details others may overlook, and ask “what if?” as they explore new ideas and perspectives. Environments that allow room to mentally wander, explore patterns and meaning, and engage with open-ended thinking help support transformative ideas and visionary exploration over time.

Preferred Time Allocation by Space Type

These percentages reflect where this persona is most likely to spend their time throughout the day.



WHY THIS WORKS:

- Work + Focus (55%)**
fosters expansive thinking and exploration.
- Recharge (20%)**
encourages reflection and perspective shifts.
- Gather (15%)**
supports idea-sharing and inspiration.
- Social (10%)**
allows selective, meaningful interaction.

Empowering Your People

Performance, creativity, and productivity are shaped by how well the workplace supports different ways of working. When aura types translate into workplace behaviors, they provide a clear lens for designing environments that foster connection, focus, and belonging. Our curated Lavender/Violet Visionary aura idea starters translate these insights into project-ready layouts and specifications, helping designers move projects forward with confidence.

Gather



Community



Meeting



War Room

Work + Focus



Private Office



Quiet Zone



Transition Space

Recharge



Dining



Cafe



Wellness

Social



Lounge



Hospitality



Reception

